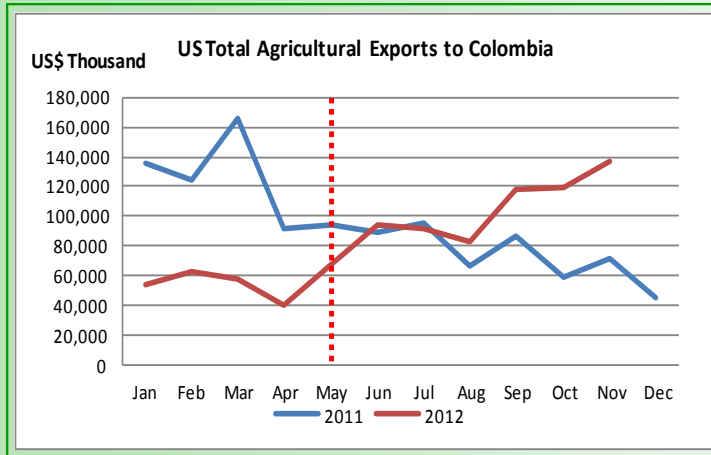




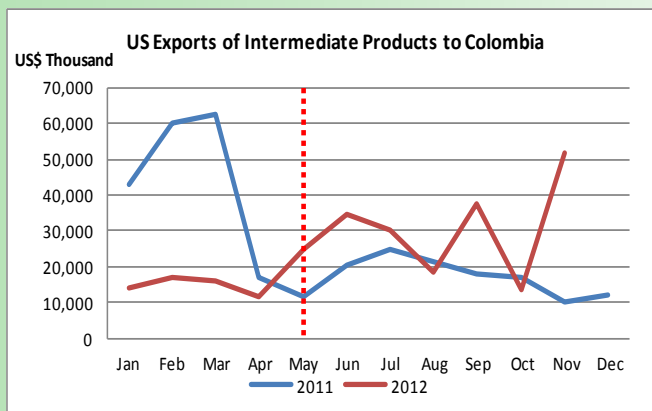
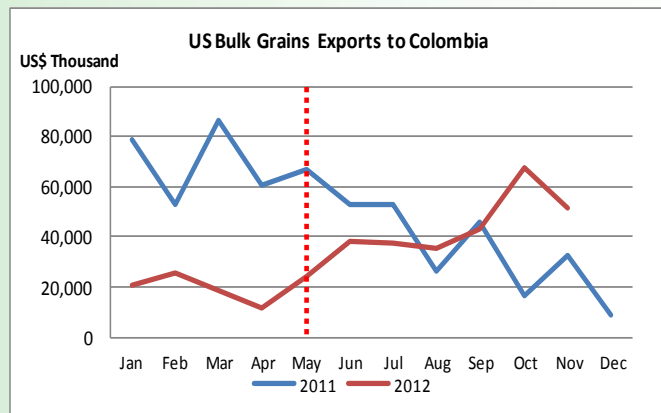
US Agricultural Exports to Colombia Trade Update

January 2013



Since 2008, US agricultural exports were in a steady decline. Signals of a recovery have begun after implementation of the US-Colombia Trade Promotion Agreement (TPA), notably for intermediate commodities and consumer-oriented-products. Bulk commodities continue to face strong competition from Argentina, Brazil and Canada.

The initial bulk commodity recovery in the first months of the TPA implementation was due to the increase of US soybean exports, entering duty free and with no quota. Peanut exports were also a factor in that recovery. The Colombian market for corn continues to be competitive with strong competition from Argentina and Brazil, with Canada as the main competitor in wheat.



The growth in the Colombian animal feed and processing ingredients industries have been the drivers of a fast growing sector with notable export opportunities. Soybean meal for the feed industry, along with processing ingredients for the dairy, bakery and beverage industries, have demonstrated tremendous growth, and potential to grow further as a result of TPA implementation.

Consumer-oriented-products are the fastest growing sector of US agricultural exports to Colombia. Almost all products demonstrated significant spikes in growth as a result of TPA implementation. A growing economy, higher per capita incomes, and urbanization have all contributed to this growing sector, in addition to a food retail transformation with more modern supermarket chains and Colombian consumers seeking more convenience in food buying options.

